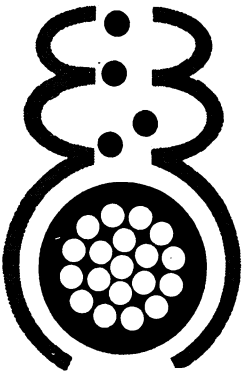


LOMOTIL®

Each tablet and each 5 cc. of liquid contains:
diphenoxylate hydrochloride . . . . . 2.5 mg.
(Warning: May be habit forming)
atropine sulfate . . . . . 0.025 mg.

- lowers motility promptly
- relieves spasm promptly
- stops diarrhea promptly

LOMOTIL fulfills the first order of treatment in most patients with diarrhea — prompt symptomatic control.

Pending discovery of the cause, early cessation of diarrhea is almost always urgently indicated. Prompt symptomatic control averts distress, dehydration and, frequently, severe exhaustion.

Both experimental and clinical evidence indicates that Lomotil exerts such control efficiently, safely and with maximal promptness.

dosage:

The recommended initial *adult* dosage is two tablets (2.5 mg. each) three or four times daily, reduced to meet the requirements of each patient as soon as the diarrhea is controlled. Maintenance dosage may be as low as two tablets daily. *Children's* daily dosage (in divided doses) varies from 3 mg. for a child of 3 to 6 months, to 10 mg. for one 8 to 12 years of age.

cautions and side effects:

Lomotil is an exempt narcotic; its abuse liability is low and comparable to that of codeine. Recommended dosages should not be exceeded. Side effects are relatively uncommon but among those reported are gastrointestinal irritation, sedation, dizziness, cutaneous manifestations, restlessness and insomnia. Lomotil should be used with caution in patients with impaired liver function and in patients taking addicting drugs or barbiturates.

Lomotil is a brand of diphenoxylate hydrochloride with atropine sulfate; the subtherapeutic amount of atropine is added to discourage deliberate overdosage.

SEARLE

Research in the Service of Medicine


distinguished in its field
CHLOROMYCETIN®
(CHLORAMPHENICOL)
PARKE-DAVIS
Complete information for usage available to physicians upon request.

The Bulletin of The New York Academy of Medicine, Vol. 40, No. 9, September, 1964. Published monthly by The New York Academy of Medicine, 2 East 103 Street, New York 29, N. Y. Entered as second-class matter February 3, 1928, at the Post Office at New York, N. Y., under the act of August 24, 1912. Postage paid at New York, N. Y. Annual subscription United States and Canada $8.00. All other countries $9.00. Single copies 2.00.

How NALLINE® helps to keep the lid on drug addiction in California

NALORPHINE HCl
INJECTION U.S.P.

The use of the narcotic antagonist NALLINE® (nalorphine HCl injection U.S.P.), as a test of addiction, has significantly curtailed illicit narcotic traffic in Alameda County, California. **In penal terms alone, three years after the institution of the test using NALLINE, prison admissions for addiction has dropped from 13.7% of total admissions to 4.4%.**[1]

The test was given to persons suspected of addiction and to addicts as a condition of probation or parole.

NALLINE does not cure addiction. It can, however, help addicts psychologically, because they know NALLINE detects relapse and that relapse leads to a return to prison or hospital. Definitive answers to the epidemiology of addiction—in itself a symptom of an underlying disease that may be psychologic, physiologic, or pharmacologic in nature—are, as yet, unknown.[2,3]

The test should be undertaken only by physicians experienced in dealing with narcotic addicts.

INDICATIONS: To reverse significant respiratory depression due to opiates. Diagnostic—to test for opiate narcotic addiction.

CONTRAINDICATIONS: Do not use in mild or non-opiate respiratory depression.

PRECAUTIONS: Due to risk of violent withdrawal symptoms, use with **extreme caution** and in small doses in narcotic addicts and in patients receiving opiate narcotics. Effect gradually lost on successive doses; respiratory depression may result.

SIDE EFFECTS: Untoward reactions include dysphoria, miosis, pseudoptosis, lethargy, drowsiness, sweating, pallor, nausea, psychotomimetic manifestations.

Before prescribing or administering, read product circular with package or available on request.

Note: NALLINE will not precipitate abstinence symptoms in meperidine addicts unless they are taking 1,600 mg. or more daily. The ability of NALLINE to detect addiction to codeine is unknown.

References: 1. Brown, T. T.: The Enigma of Drug Addiction, Springfield, Ill., Charles C Thomas, 1961, pp. 287-334. 2. Chesnick, R. D.: Med. Times **90**:247 (March) 1962. 3. Narcotic Addiction Symposium: New York Med. **18**:562 (Aug. 20) 1962.

SUPPLIED: Ampuls of 1 and 2 cc. and vials of 10 cc., each cc. containing 5 mg. of nalorphine hydrochloride. **Note:** The Federal Bureau of Narcotics now classifies NALLINE as a Class M narcotic preparation. Thus, the purchase of this preparation no longer requires a Federal Narcotic Order Form.

INJECTION
NALLINE® HCl
NALORPHINE HCl INJECTION U.S.P.

MERCK SHARP & DOHME | **where today's theory is tomorrow's therapy**
Division of Merck & Co., Inc., West Point, Pa.

The clear conclusion from 10 years' experience...

The One Tranquilizer that Belongs in Every Practice

Miltown® (meprobamate)

- Relieves anxiety and tension without significant effect on alertness and reflexes—especially valuable in the working patient.
- Established and accepted—more than ten years' use, more than 1500 published papers confirm its value.
- Broad therapeutic range—may be used whenever anxiety and tension are present, with or without organic disease, in any age group from pediatric to geriatric.
- Relaxes both *physical* and *emotional* tension, thus helping to establish normal sleep patterns.
- Proven safety/efficacy ratio—low toxicity, minimal side effects, useful in long-term therapy.

... effective for control of anxiety and tension

Side effects: Slight drowsiness may occur and, rarely, allergic or idiosyncratic reactions, generally developing after 1 to 4 doses of the drug.

Contraindications: Previous allergic or idiosyncratic reactions to meprobamate contraindicate subsequent use.

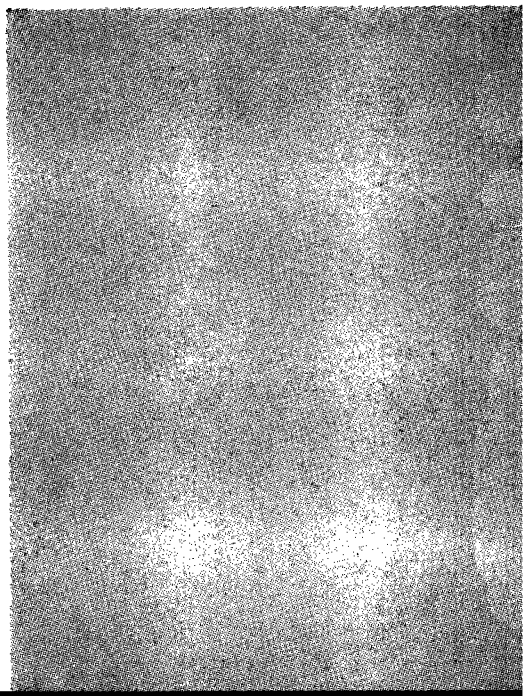
Precautions: Should administration of meprobamate cause drowsiness or visual disturbances, the dose should be reduced. Operation of motor vehicles or machinery or other activity requiring alertness should be avoided if these symptoms are present. Effects of excessive alcohol may possibly be increased by meprobamate. Prescribe cautiously and in small quantities to patients with suicidal tendencies. Massive overdosage may produce lethargy, stupor, ataxia, coma, shock, vasomotor and respiratory collapse. Consider possibility of dependence, particularly in patients with history of drug or alcohol addiction; withdraw gradually after prolonged use at high dosage. *Complete product information available in the product package, and to physicians on request.*

Usual adult dosage: 1 or 2 400 mg. tablets t.i.d.

Supplied: 400 mg. scored tablets, 200 mg. coated tablets.

WALLACE LABORATORIES/Cranbury, N. J.

new clinical evidence[1] demonstrates continuous need for Peritrate (pentaerythritol tetranitrate) throughout the course of coronary artery disease



exacting patient selection rules out variables

315 patients with coronary artery disease were screened. After elimination of such variables as sex, age, physical condition, emotional status and environmental influences...

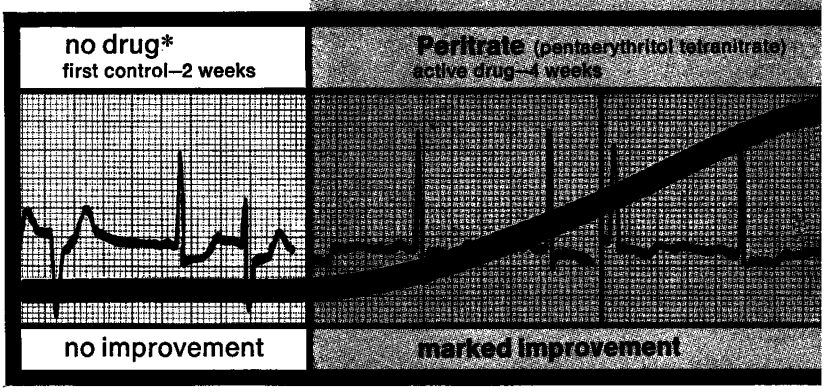
57 patients remained. Further screening for incidence and severity of anginal attacks, nitroglycerin requirements and ECG response to exercise resulted in selection of...

10 patients, finely matched, to serve as model examples in coronary artery disease therapy.

exacting study design rules out placebo effect

The study method employed randomized, double-blind, placebo-controlled and crossover techniques. During the first, middle and final control periods, neither Peritrate (pentaerythritol tetranitrate) nor placebo was administered.

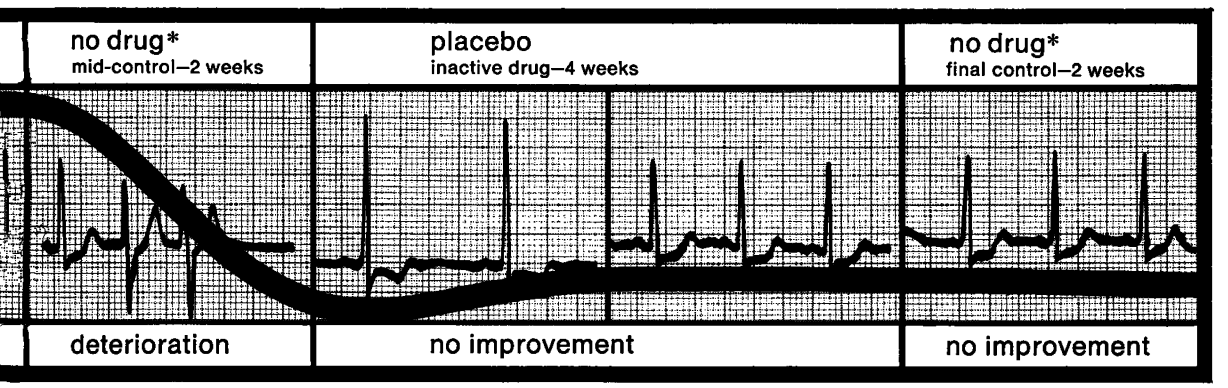
The investigator and two independent cardiologists interpreted the exercise ECG tracings. The red line is based on their interpretation. An upward trend of the red line means improvement (during active drug therapy) and a downward trend means deterioration (upon discontinuance of active drug) in the exercise ECG.



*Neither Peritrate (pentaerythritol tetranitrate) nor the placebo was given during this period.

"The superiority of pentaerythritol tetranitrate [Peritrate]...was apparent from the over-all change in clinical status..."[1] and in these specific responses:

- **exercise ECG improved in 70% of patients**
- **frequency and severity of anginal attacks reduced in 80% of patients**
- **nitroglycerin requirements reduced in 90% of patients**



Side effects: Negligible but, occasionally, transient headache may occur.

Precautions: Exercise caution in glaucoma, and with dosage forms containing phenobarbital, which may be habit forming.

Full information is available on request.

References: 1. Brofman, B. L.: Treatment of coronary heart disease: overcoming pitfalls of evaluation. Scientific Exhibit, presented at the 17th Clinical Meeting of the American Medical Association, Portland, Oregon, Dec. 1-4, 1963. 2. Lumb, G. D., and Hardy, L. B.: Circulation (Pt. II, Cardiovascular Surgery) 27:717, 1963.

from the first sign and throughout the course of coronary artery disease

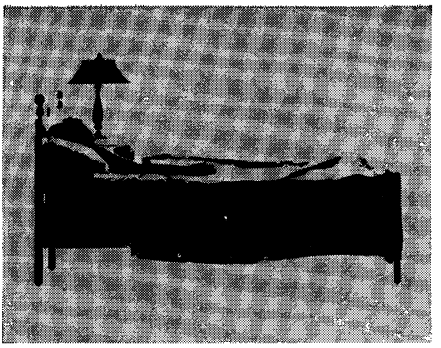
Peritrate®

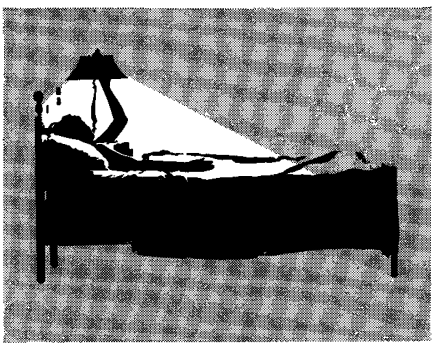
pentaerythritol tetranitrate

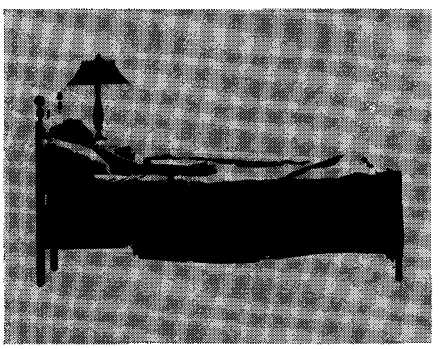
...stimulates development of collateral circulation[2]
...brings more blood and oxygen to the myocardium safely

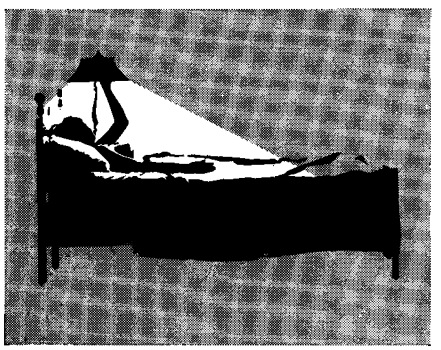
WARNER-CHILCOTT

Warner-Chilcott, Morris Plains, N. J. Makers of Coly-Mycin Gelusil Mandelamine Proloid Tedral









when sleep is intermittent

Tuinal sustains sleep throughout the night

Tuinal is a rapidly effective, moderately long-lasting barbiturate—ideal for patients who have trouble going to sleep and staying asleep. Tuinal brings on sleep fast (15 to 30 minutes) and sustains it all night (8 to 11 hours). It is also valuable in managing the apprehensive presurgical patient and in providing predictable sedation during the prelabor period. Since neither component is excreted by the kidneys, renal damage does not constitute an absolute contraindication to its use.

Side-Effects: Idiosyncrasy, in the form of excitement, hangover, or pain, may appear. Hypersensitivity reactions occur in some patients, especially in those with asthma, urticaria, or angioneurotic edema. *Precautions and Contraindications:* Tuinal should be used with caution in patients with decreased liver function, since a prolongation of effect may occur. Barbiturates should not be administered in the presence of uncontrolled pain, because excitement may be produced. Warning—May be habit-forming. *Dosage:* Usual adult sedative dose—3/4 grain. Usual adult hypnotic dose—1 1/2 to 3 grains.

Each Pulvule® Tuinal contains equal parts of Seconal® Sodium (secobarbital sodium, Lilly) and Amytal® Sodium (amobarbital sodium, Lilly). Available in Pulvules of 3/4 grain (0.05 Gm.), 1½ grains (0.1 Gm.), and 3 grains (0.2 Gm.).

Tuinal®

Amobarbital Sodium and Secobarbital Sodium

Additional information available to physicians upon request. Eli Lilly and Company, Indianapolis 6, Indiana.

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relieves pain and relaxes muscle

TRAUMA!

Following traumatic injury, patient comfort can be increased and recovery time shortened by the simultaneous treatment of both pain and muscle spasm with 'Soma' Compound.

Soma® Compound

200 mg., acetophenetidin 160 mg., caffeine 32 mg.

Also available with ¼ gr. codeine as SOMA® COMPOUND WITH CODEINE: carisoprodol 200 mg., acetophenetidin 160 mg., caffeine 32 mg., codeine phosphate 16 mg. (Warning: may be habit forming).

WALLACE LABORATORIES
Cranbury, N.J.

Side effects: Although there has been no evidence of tolerance, withdrawal symptoms or excessive self-medication, 'Soma' Compound and Soma® Compound with Codeine, like other central nervous system depressants, should be used with caution in addiction-prone individuals. While codeine addiction is relatively rare and easily broken, the same precautions must be observed as for any other opium alkaloid. Nausea, vomiting, constipation and miosis are possible codeine side effects. Should symptoms of hypersensitivity occur, [illegible]

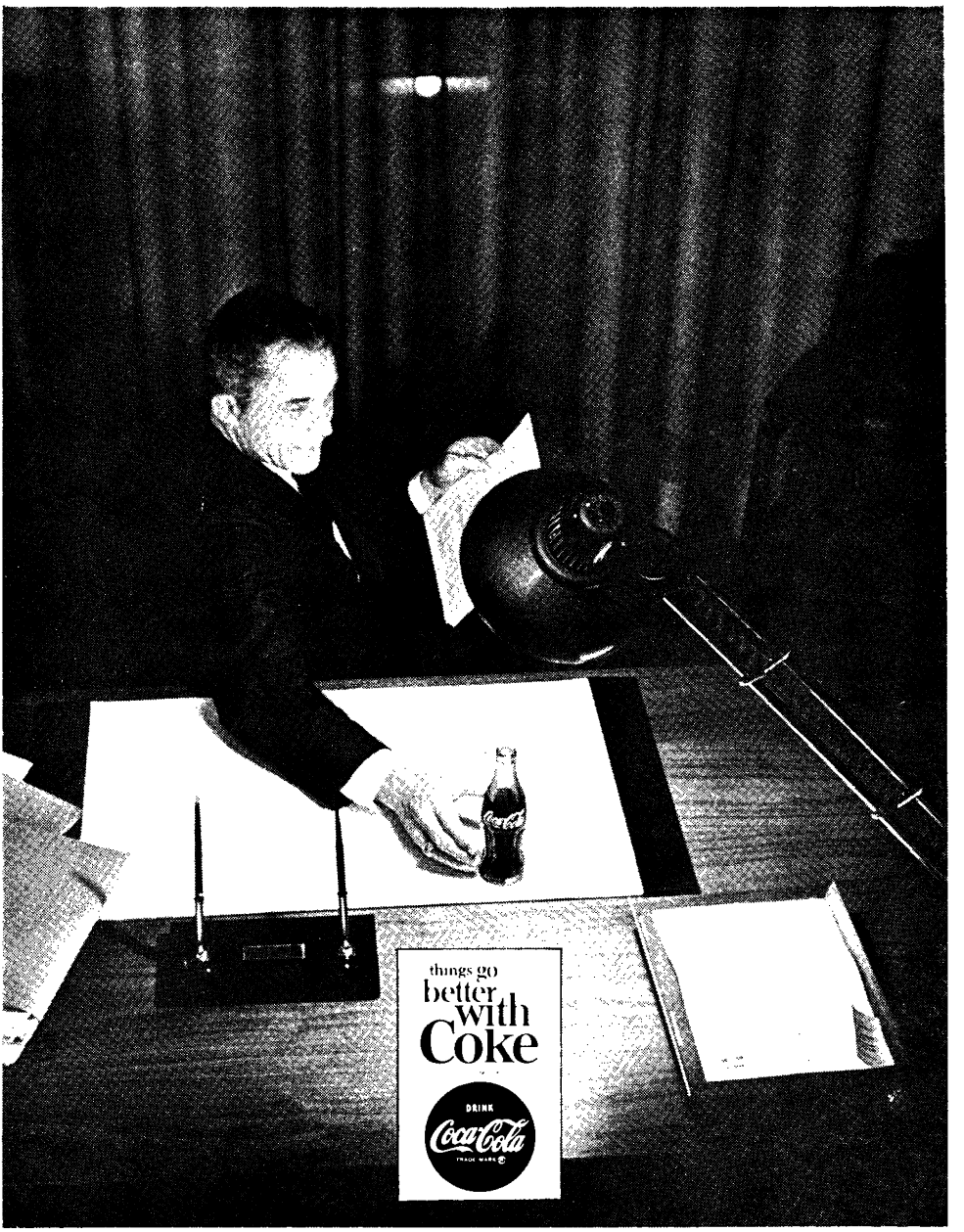
[illegible]: None reported.

[illegible] *information available in the product* [illegible] *physicians upon request.*

[illegible]age is 1 or 2 tablets 4 times daily.

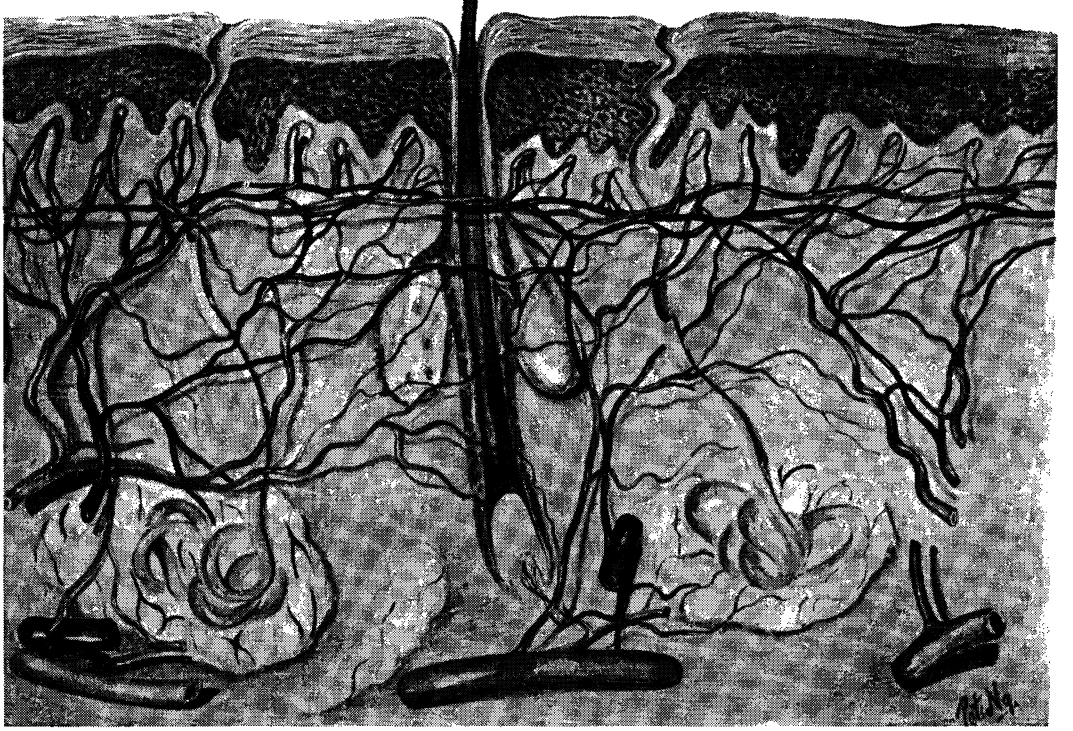
[illegible] Compound is available in orange, [illegible]ottles of 50. 'Soma' Compound with [illegible] order form required) is available in [illegible]ped tablets; bottles of 50.

CSO-1060



Whether you're a businessman working late at night.
A housewife cleaning up after the kids. A teacher
correcting exams. Or a student cramming for
them. Whoever you are, things go better when
you pause and refresh with ice-cold Coca-Cola.

JUDGE ANTIBIOTIC OINTMENTS HERE



Results on skin are final proof of any topical antibiotic's effectiveness

No in vitro test can duplicate a clinical situation on living skin. 'Neosporin' (polymyxin B—bacitracin—neomycin) Antibiotic Ointment has consistently proven its effectiveness in thousands of cases of bacterial skin infection. The spectra of the three antibiotics overlap in such a way as to provide bactericidal action against most pathogenic bacteria likely to be found topically. Diffusion of the antibiotics from the special petrolatum base is rapid since they are insoluble in the petrolatum, but readily soluble in tissue fluids. The Ointment is bland and rarely sensitizes.

Caution: As with other antibiotic preparations, prolonged use may result in overgrowth of non-susceptible organisms and/or fungi. Appropriate measures should be taken if this occurs.

Contraindications: This product is contraindicated in those individuals who have shown hypersensitivity to any of its components.

Supplied: Tubes of 1 oz., ½ oz. with applicator tip, and ⅛ oz. with ophthalmic tip.

Complete literature available on request from Professional Services Dept. PML.

'NEOSPORIN'®

brand

POLYMYXIN B-BACITRACIN-NEOMYCIN ANTIBIOTIC OINTMENT

BURROUGHS WELLCOME & CO. (U.S.A.) INC., Tuckahoe, N.Y.

why does 150 mg.

do more than 250 mg.

# of other tetracyclines?

Because it has up to 3½ times the *in vitro* antibacterial activity[1]... combined with lower rate of decay in serum, slower renal clearance... a favorable depot effect, resulting from protein binding... all providing rapid, higher and sustained *in vivo* activity with as much as 2 days' extra activity.

DECLOMYCIN®

DEMETHYLCHLORTETRACYCLINE HCl

Effective in a wide range of everyday infections—respiratory, urinary tract and others—in the young and aged—the acutely or chronically ill—when the offending organisms are tetracycline-sensitive.

Side Effects typical of tetracyclines which may occur: glossitis, stomatitis, proctitis, nausea, diarrhea, vaginitis, dermatitis, overgrowth of nonsusceptible organisms. Also: photodynamic reaction (making avoidance of direct sunlight advisable) and, very rarely, anaphylactoid reaction. Reduce dosage in impaired renal function. The possibility of tooth discoloration during development should be considered in administering any tetracycline in the last trimester of pregnancy, in the neonatal period, and in early childhood. *Capsules,* 150 mg. and 75 mg. of demethylchlortetracycline HCl. *Average Adult Daily Dosage:* 150 mg. q.i.d. or 300 mg. b.i.d.

1. Sweeney, W. M.; Dornbush, A. C., and Hardy, S. M.: Demethylchlortetracycline and Tetracycline Compared. Relative *in vitro* Activity and Comparative Serum Concentrations During 7 Days of Continuous Therapy. *Amer. J. Med. Sci.* 243:296 (Mar.) 1962.

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